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Eduardo
Porter



Steve
Murphy



Guest: **Eduardo Porter**
"The Price of Everything"
Website www.eduardoportor.com

Is there that much difference between the three-dollar cup of coffee at Starbucks, or the one-dollar version at the diner? Why would someone willingly donate blood for medical uses

free...but balk at the idea of being paid \$25 Dollars for the same donation? Why do people in the U.S. Spend billions to have trash taken away...when the same trash in another part of the world is a valuable commodity?

Eduardo Porter's Book *The Price of Everything-Solving the Mystery of Why We Pay What We Do* takes on these financial disconnects...and delves into the factors behind the prices associated with every decision we make every day. Porter reveals that Prices are a critical motivating force that shapes our lives, and that force is a kind of power that can manipulate people and societies to make bad decisions.

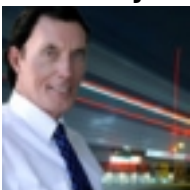
Eduardo Porter makes clear the true story behind the prices we pay, and clarifies the message those prices are really sending to us:

- Why polygamous societies actually place a higher value on women than monogamous ones.
- Why someone may find more value in a \$14 million license plate than the standard issue, \$95 one.
- Why some government agencies believe one year of life for a senior citizen is four times more valuable than that of a younger person.

Even the value that society places on Human Life.

Eduardo Porter writes about business, economics, and many other matters as a member of the New York Times editorial board. He has also worked as a journalist in Mexico City, Tokyo, London, São Paulo, and Los Angeles. He was the editor of the Brazilian edition of *América Economía* and covered the Hispanic population of the United States for *The Wall Street Journal*. He lives in New York.

Hosted by Steve Murphy.



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